

Conducting the 2010 Census

Frisco Town Hall Meeting

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Frisco, Texas

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U.S. Census Bureau



Decennial Census Basics

- Census means money and power
- Census cannot be done right without local participation and involvement.
- Census is 3 basic steps:
 - Find where people live or could live.
 - Get a questionnaire to them.
 - Follow-up on non-respondents.

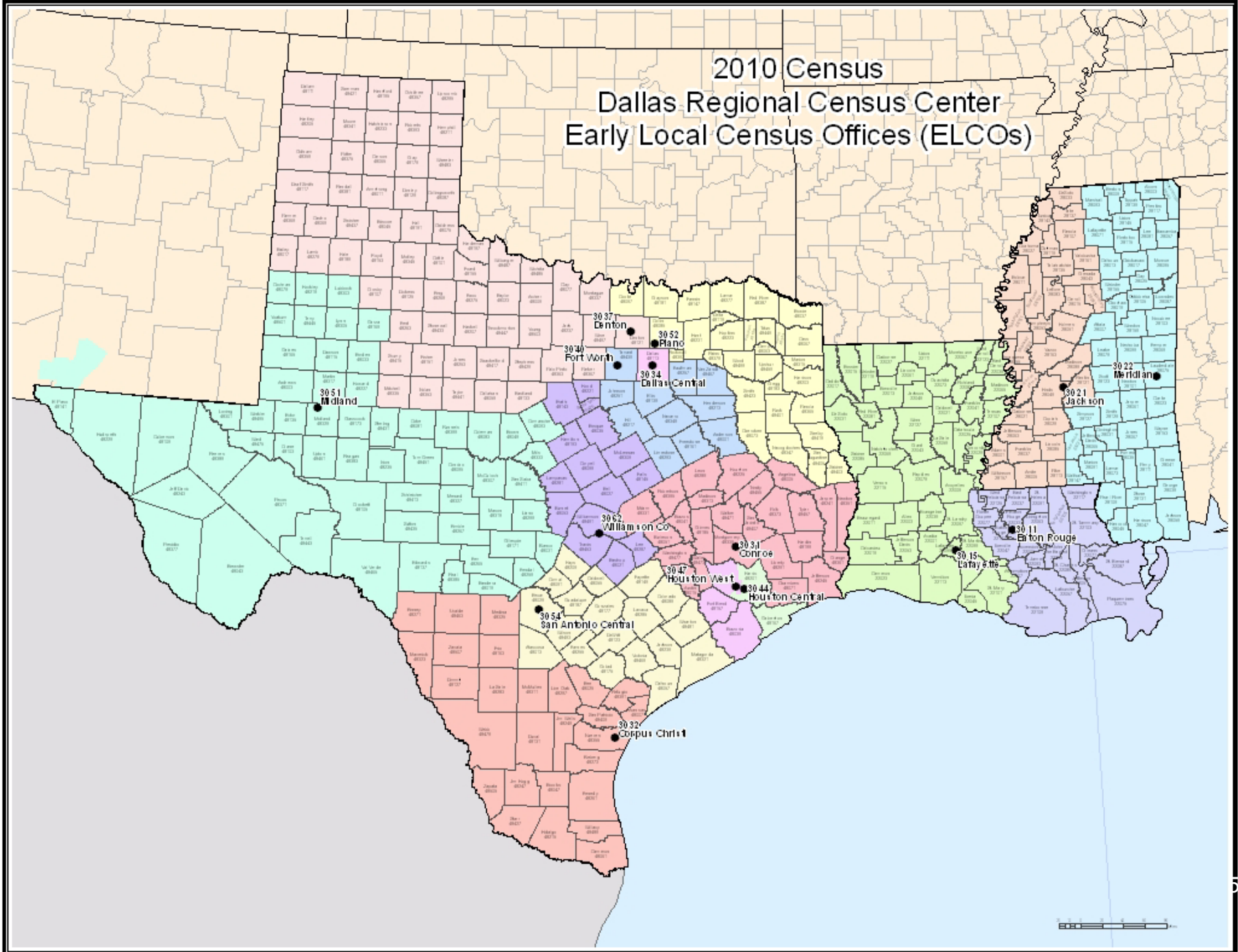
Changes from Census 2000

- Short form only census
- Bilingual questionnaire
- Replacement questionnaire
- Unified communications campaign
- Tighter budgets

Early Local Census Offices (ELCOs) & Local Census Offices(LCOs)

- Dallas Region will have 15 ELCOs opening in October 2008: Conroe, Corpus Christi, Dallas Central, Denton, Ft. Worth, Houston Central, Houston West, Midland, Plano, San Antonio Central, Williamson Co., Lafayette, Baton Rouge, Jackson, Meridian
- Dallas Region will have a total of 51 LCOs by October 2009

2010 Census Dallas Regional Census Center Early Local Census Offices (ELCOs)



Major Census Activities

- Address List Development
- Questionnaire Delivery
- Group Quarters Enumeration
- Household Enumeration
- Language Assistance
- Recruitment Efforts
- Partnership Efforts

Address List Development

2008 Local Update of Census Addresses

2009 Address Canvassing (*spring / summer*)

2009 Group Quarters Validation (*October 2009*)

2010 Update/Leave (*March 1 – April 2, 2010*)

2010 Update/Enumerate (*May 2010*)

Questionnaire Delivery

- Questionnaires are delivered or mailed to all housing units in March 2010
 - March 8-10 Advance Letter
 - March 15-17 Questionnaire
 - March 22-24 Reminder Postcard
 - **APRIL 1, 2010** **CENSUS DAY**
 - April 6-15 Replacement Questionnaire

Enumeration Overview

- Group Quarters Enumeration
 - Military GQ Enumeration
 - Service-based Enumeration
 - GQ Enumeration
- Update/Enumerate, including Colonias
- Enumeration at Transitory Locations
- Nonresponse Followup
- Field Followup

Household Enumeration

- Nonresponse Followup (NRFU)
 - Most costly component of the census
 - Enumerators visit close to 40 million addresses nationwide
 - Multiple attempts made with households
 - Bilingual enumerators where needed
 - Hired locally
 - Late April, May, and June 2010

Group Quarters Enumeration

Group Quarters Validation (October 2009)

Group Quarters Advance Visit (February – March 2010)

Service-Based Enumeration (March 29 – 31, 2010)

Targeted Nonsheltered Outdoor Locations

Shelters

Soup Kitchens

Regularly Scheduled Mobile Food Vans

Military Group Quarters Enumeration (April – May 2010)

Group Quarters Enumeration (April – May 2010)

Enumeration of Transitory Locations

- Counts people who do not have a Usual Home Elsewhere at time of operation.
- Includes RV parks, campgrounds, hotels, motels, marinas, racetracks, circuses, and carnivals.
- Transitory locations identified during Address Canvassing, plus local knowledge
- March 22 to April 16, 2010

Language Assistance

- Spanish / English Questionnaire
- Telephone Questionnaire Assistance
- Language Assistance Guides
- Language Identification Flash Cards
- Multilingual Enumerators
- Questionnaire Assistance Centers
- Be Counted sites

Recruitment Efforts

- Two big recruitment drives
 - Address Canvassing - October 2008 to April 2009
 - Nonresponse Followup - October 2009 to April 2010
- Approximately 750,000 applicants needed in Dallas Region
- Toll-free Jobs Line – 866-861-2010
- Recruiting Website
- Recruitment Advertising
- Local recruiting and testing
- Bilingual applicants needed
- Hiring Waivers

Partnership Efforts

- Complete Count Committees
- Promotional materials
- Specialized outreach to HTC communities
- Targeted Special Events
- Groundwork activities in 2008
- Approximately 70 – 75 Partnership Specialists in our region from January 2009 on

Census Timeline

June – Aug. 2008

Recruitment for ELCO managers (6 per ELCO) 90 region-wide

Sept. – Oct. 2008

Recruitment for partnership specialists (region-wide)

Oct. 2008

ELCO's open

Nov. 2008

Selection/Hiring of partnership specialists

Oct. – Dec. 2008

Recruitment/Selection/Hiring/ Training of ELCO office staff

Jan. 2009

Partnership specialists on-board

Jan. – April 2008

Recruitment of field workers for Block Address Canvassing

April – June 2009

Block Address Canvassing field operation

May – Aug. 2009

Recruitment of LCO management staff (6 per office) Total 36 offices X 6 = 216 region-wide

May 2009 – April 2010

RECRUIT, RECRUIT, RECRUIT/
Selection/Hiring/Training for Non-Response Follow-Up in April 2010

Oct. 2009

LCO's open

Oct. – Dec. 2009

Recruitment/Selection/Hiring/Training of LCO staff

Jan. – April 2010

Continuation of recruitment

March 2010

Delivery of questionnaire

April 1, 2010

Census Day!

April – late May 2010

Non-Response Follow Up

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How Can You Help?

- Strategize with regional partnership staff in joint outreach efforts
- Convene a 2010 Census Kick-off with key leaders
- Motivate high-level community leaders to support census
- Help form and participate in Complete Count Committees
- Urge local constituents to apply for a census job
- Educate constituents about importance of being counted
- Publicize census participation through state-level communication networks
- Publicize census participation at state-level or community-specific festivals, parades, and special events
- Create and distribute 2010 Census promotional materials

Questions to think about

- How can we increase mail response in our communities?
- What strategies can we implement to reduce differential undercount?
- Who are the best spokespersons we can recruit as Census Advocates?
- When should we stage each phase of this mobilization campaign?